

ORDER



Orders
Order / Rev: 706616
Alt Order #: 06278681
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/11/12 - 09/17/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	151	\$148,750.00	\$126,437.50
09/17/12	09/23/12	29	\$27,650.00	\$23,502.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	180	\$176,400.00	\$149,940.00	0.00
Totals	180	\$176,400.00	\$149,940.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/12/12	09/14/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4			\$375.00	0.00						
2	WKYC	09/12/12	09/14/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	4	\$100.00	P-5	0.00	NM	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4			\$100.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		M-F 10-11a		10a-11a	--WThF----	:30		(\$100.00)		0.00	NM		
See MG 2.5,2.6 [nbc news cut-in - jh]															
5	NKYC	09/17/12-09/17/12		M-F 3-4p		3p-4p	M-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 20.2,20.1,2.1															
6	NKYC	09/17/12-09/17/12		M-F 4-5p		4p-5p	M-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 20.2,20.1,2.1															
3	WKYC	09/12/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4			\$800.00	0.00						
4	WKYC	09/12/12	09/14/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4			\$200.00	0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKYC	09/12/12	09/14/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	NKYC	09/10/12-09/16/12		M-F 10-11a technical difficulty - jh	10a-11a		--WThF----	:30		\$0.00		0.00	NM		
5	WKYC	09/12/12	09/14/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--WTF--	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4		\$375.00		0.00						
6	WKYC	09/12/12	09/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	5		\$200.00		0.00						
7	WKYC	09/12/12	09/14/12	Last Call Last Call w/Carson Daly	CM	135a-205a	--WTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4		\$200.00		0.00						
8	WKYC	09/12/12	09/14/12	M-F 2-3p Rachel Ray	CM	2-3p	--WTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4		\$300.00		0.00						
9	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$350.00		0.00						
10	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	6	\$300.00	P-3	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$300.00		0.00						
11	WKYC	09/12/12	09/14/12	M-F 430a-5a 430a News	CM	430a-5a	--WTF--	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	4		\$100.00		0.00						
12	WKYC	09/12/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	8	\$350.00	P-3	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	8		\$350.00		0.00						
13	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	5		\$700.00		0.00						
14	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$1,800.00		0.00						
15	WKYC	09/12/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	8	\$800.00	P-3	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	8		\$800.00		0.00						
16	WKYC	09/12/12	09/14/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	6	\$2,800.00	P-3	0.00	NM	6	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$2,800.00		0.00						
17	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	6		\$1,800.00		0.00						

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17	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		6				\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	NKYC	09/10/12-09/16/12		M-F 7-730p		7-730p	--WThF----	:30		(\$1,800.00)		0.00	NM		
	See MG 17.7,17.8 [Prgm Change] baseball														
6	NKYC	09/10/12-09/16/12		M-F 7-730p		7-730p	--WThF----	:30		(\$1,800.00)		0.00	NM		
	See MG 17.7,17.8 [Prgm Change] baseball														
7	NKYC	09/16/12-09/16/12		NFL Pregame Show		NFL Pre-Game	-----Su	:30		\$3,000.00		0.00	NM		
	Ⓜ MG for 17.4,17.6														
8	NKYC	09/12/12-09/14/12		M-F 9-10a Today II		9a-10a	--WThF----	:30		\$600.00		0.00	NM		
	Ⓜ MG for 17.4,17.6														
18	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	16	\$800.00	P-3	0.00	NM	16	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		16				\$800.00		0.00			
19	WKYC	09/12/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--WTF--	:30	4	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		4				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		M-F 730-8p		730-8p	--WThF----	:30		(\$1,200.00)		0.00	NM		
	See MG 19.5 [Prgm Change] baseball														
5	NKYC	09/15/12-09/15/12		Sat Prime A		8-9p	-----Sa--	:30		(\$1,200.00)		0.00	NM		
	Ⓜ See MG 31.2,31.3 [Prgm Change]														
20	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	8	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		8				\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		M-F 9-10a Today II		9a-10a	--WThF----	:30		(\$400.00)		0.00	NM		
	See MG 2.5,2.6 [nbc new cut-in - jh]														
2	NKYC	09/10/12-09/16/12		M-F 9-10a Today II		9a-10a	--WThF----	:30		(\$400.00)		0.00	NM		
	See MG 2.5,2.6 [nbc new cut-in - jh]														
21	WKYC	09/12/12	09/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFs-	:30	7	\$1,800.00	P-3	0.00	NM	7	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTFs-		7				\$1,800.00		0.00			
22	WKYC	09/14/12	09/14/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$3,000.00		0.00			
23	WKYC	09/14/12	09/14/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$3,000.00		0.00			

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23	WKYC	09/14/12	09/14/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		Fri Prime B		9-10p	----F--	:30		(\$3,000.00)		0.00	NM		
See MG 23.2,23.3 [Prgm Change] baseball															
2	NKYC	09/17/12-09/17/12		M-F 5-6p		5p-6p	M-----	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 23.1 09/14															
3	NKYC	09/17/12-09/17/12		Mon Prime C		10-11p	M-----	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 23.1 09/14															
24	WKYC	09/17/12	09/17/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-----		1				\$6,500.00		0.00			
25	WKYC	09/15/12	09/16/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----SS		2				\$1,800.00		0.00			
26	WKYC	09/15/12	09/15/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		Sat 1030a-11a		Sat 1030-11a	-----Sa--	:30		(\$250.00)		0.00	NM		
See MG 26.2															
2	NKYC	09/10/12-09/16/12		Browns Insider		SA 1030-11a	-----Sa--	:30		\$250.00		0.00	NM		
Ⓜ MG for 26.1 09/15 [program change]															
27	WKYC	09/15/12	09/15/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$500.00		0.00			
28	WKYC	09/15/12	09/15/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$500.00		0.00			
29	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		2				\$800.00		0.00			
30	WKYC	09/15/12	09/15/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		3				\$800.00		0.00			
31	WKYC	09/15/12	09/15/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-		1				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		Sat Prime B		9-10p	(9:00 PM-10:00 PM) F-----Sa--	:30		(\$1,200.00)		0.00	NM		
See MG 31.2,31.3 [Prgm Change]															
2	NKYC	09/15/12-09/15/12		Sat Prime Other		8-10p	(8:00 PM-10:00 PM) F-----Sa--	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 19.5,31.1															
3	NKYC	09/15/12-09/15/12		Sat Prime Other		8-10p	(8:00 PM-10:00 PM) F-----Sa--	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 19.5,31.1															
32	WKYC	09/16/12	09/16/12		CM	1030a-1130a	-----S	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00

Order / Rev: 706616
 Alt Order #: 06278681
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Meet the Press Meet the Press															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$3,500.00		0.00						
33	WKYC	09/16/12	09/16/12	Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
Browns Pre-Game Huddle															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$1,800.00		0.00						
34	WKYC	09/16/12	09/16/12	Su 12-1230p	CM	12-1230p /Su	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
Channel 3 News at Noon Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	09/10/12-09/16/12		Su 12-1230p	12-1230p /Su		-----Su	:30		(\$400.00)		0.00	NM		
See MG 34.2 [Prgm Change]															
2	WKYC	09/16/12-09/16/12		Browns Pre-Game Huddle	1130a-12p		-----Su	:30		\$400.00		0.00	NM		
Ⓜ MG for 34.1 09/16															
35	WKYC	09/16/12	09/16/12	5A-530A	CM	5a-530a	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
Hometime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$250.00		0.00						
36	WKYC	09/16/12	09/16/12	530A-6A	CM	530a-6a	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
America's Black Forum															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$250.00		0.00						
37	WKYC	09/16/12	09/16/12	NFL Pregame Show	CM	NFL Pre-Game	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
NFL Pre-Game (7:00 PM-8:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$2,000.00		0.00						
38	WKYC	09/16/12	09/16/12	NFL Pregame Show	CM	NFL Pre-Game	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
NFL Pre-Game (7:00 PM-8:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$2,000.00		0.00						
39	WKYC	09/16/12	09/16/12	NFL Regular Season Football	CM	NFL Football	-----S	:30	2	\$6,500.00	P-3	0.00	NM	2	\$13,000.00
NFL Football (8:00 PM-11:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	2		\$6,500.00		0.00						
40	WKYC	09/16/12	09/16/12	SUN TDY	CM	8a-9a	-----S	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	2		\$800.00		0.00						
41	WKYC	09/16/12	09/16/12	Sun 9-1030a	CM	9a-1030a	-----S	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
Channel 3 News Sun 9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	3		\$800.00		0.00						
44	WKYC	09/12/12	09/12/12	Wed Prime A	CM	8-9p	--W----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
Wed Prime A (8:00 PM-9:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W----	1		\$2,500.00		0.00						
45	WKYC	09/12/12	09/12/12	Wed Prime C	CM	10-11p	--W----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
Wed Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W----	1		\$3,500.00		0.00						
46	WKYC	09/17/12	09/17/12	Days of Our Lives	CM	1p-2p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
Days of Our Lives															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$375.00		0.00						
47	WKYC	09/17/12	09/17/12		CM	11a-1230p	M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00

Order / Rev: 706616
 Alt Order #: 06278681
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 11a-1230p 11a-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$150.00		0.00			
48	WKYC	09/17/12	09/17/12	Tonight Show	CM	1135p-1237a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$800.00		0.00			
49	WKYC	09/17/12	09/17/12	M-F 10-11a	CM	10a-11a	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$150.00		0.00			
50	WKYC	09/17/12	09/17/12	Late Night	CM	1237a-136a	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				Late Night w/Jimmy Fallon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$375.00		0.00			
51	WKYC	09/17/12	09/17/12	M-F 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$200.00		0.00			
52	WKYC	09/17/12	09/17/12	Last Call	CM	135a-205a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				Last Call w/Carson Daly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$200.00		0.00			
53	WKYC	09/17/12	09/17/12	M-F 2-3p	CM	2-3p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Rachel Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$300.00		0.00			
54	WKYC	09/17/12	09/17/12	M-F 430a-5a	CM	430a-5a	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				430a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$100.00		0.00			
55	WKYC	09/17/12	09/17/12	M-F 5-6a	CM	5a-6a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
				Channel 3 News @ 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					2	\$350.00		0.00			
56	WKYC	09/17/12	09/17/12	M-F 5-6p	CM	5p-6p	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$700.00		0.00			
57	WKYC	09/17/12	09/17/12	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Channel 3 News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$1,800.00		0.00			
58	WKYC	09/17/12	09/17/12	M-F 6-7a	CM	6a-7a	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
				Channel 3 News Today @ 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					2	\$800.00		0.00			
59	WKYC	09/17/12	09/17/12	Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
				Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$2,800.00		0.00			
60	WKYC	09/17/12	09/17/12	M-F 7-730p	CM	7-730p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Channel 3 News at 7P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$1,800.00		0.00			
61	WKYC	09/17/12	09/17/12	M-F 7-9a Today	CM	7a-9a	M-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: Obama/D/President
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
61	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M- - - - -		4				\$800.00		0.00			
62	WKYC	09/17/12	09/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M- - - - -	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M- - - - -		1				\$1,200.00		0.00			
63	WKYC	09/17/12	09/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M- - - - -	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M- - - - -		2				\$400.00		0.00			
64	WKYC	09/13/12	09/13/12	Thu Prime Other Thu Prime Other	CM	Various	- - - T - - -	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	- - - T - - -		1				\$3,500.00		0.00			
65	WKYC	09/15/12	09/15/12	Sat Prime Other Sat Prime Other	CM	8-10p (8:00 PM-10:00 PM)	- - - - - S -	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	- - - - - S -		1				\$900.00		0.00			
66	WKYC	09/13/12	09/13/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- - - T - - -	:30	1	\$0.00	P-3	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	- - - T - - -		1				\$0.00		0.00			
													Totals	180	\$176,400.00